



WPTV

ORDER

Print Date 08/21/12

Page 1 of 2

Flight Dates 08/10/12-08/14/12

Contract / Revision 307507 /

Original Date / Revision
08/09/12 08/10/12

Advertiser Florida Votes

Agency Davis Group (The)

Buying Contact

4201 Bee Caves Road
Ste C-101
Austin, TX 78746Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Product
Florida Votes

Agency Com 15%

Billing Contact

4201 Bee Caves Road
Ste C-101
Austin, TX 78746

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 1225

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	16	\$26,456.25	\$31,125.00	0.00
Totals	16	\$26,456.25	\$31,125.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/13/12	16	\$26,456.25	\$31,125.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 2	WPTV	08/10/12	08/14/12	M-F 11-12n M-F 11-12n	CM	11a-12p	1-----	:30	1	\$425.00	P-2	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/10/12	08/16/12	1-----		1		\$425.00		0.00					
E 3	WPTV	08/10/12	08/14/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	1-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/10/12	08/16/12	1-----		1		\$500.00		0.00					
E 4	WPTV	08/10/12	08/14/12	Oly Sa-Su Wknd DY Wkend Sa/Su Olympics	CM	5a-6p (10:00 AM-6:00 PM)	-----11	:30	2	\$1,800.00	P-2	0.00	NM	2	\$3,600.00



WPTV

Print Date: 08/21/12

Page 2 of 2

Contract / Revision **307507** Flight Dates **08/10/12-08/14/12**

Hiatus Dates

Original Date / Revision 08/09/12/ 08/10/12

Order Sep 00:20:00

Advertiser **Florida Votes**

Product **Florida Votes**

Estimate # **1225**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WPTV	08/10/12	08/14/12	Oly Sa-Su Wknd DY Wkend Sa/Su Olympics	CM	5a-6p (10:00 AM-6:00 PM)	-----11	:30	2	\$1,800.00	P-2	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/10/12	08/16/12	-----11		2			\$1,800.00		0.00				
E 5	WPTV	08/10/12	08/14/12	Oly Closing Closing Olympics	CM	7p-12xm	-----1	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/10/12	08/16/12	-----1		1			\$6,000.00		0.00				
E 6	WPTV	08/10/12	08/14/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	2-----	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/10/12	08/16/12	2-----		2			\$600.00		0.00				
E 7	WPTV	08/10/12	08/14/12	Oly Prime M-Su Prime M-Su/Olympics	CM	7p-12a	----11-	:30	2	\$6,000.00	P-2	0.00	NM	2	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/10/12	08/16/12	----11-		2			\$6,000.00		0.00				
E 8	WPTV	08/10/12	08/14/12	M-F 6-630p M-F 6-630p	CM	6-630p	1-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/10/12	08/16/12	1-----		1			\$2,000.00		0.00				
E 10	WPTV	08/10/12	08/14/12	M-F 5-530p M-F 5-530p	CM	5-530p	1--1--	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/10/12	08/16/12	1--1--		2			\$1,000.00		0.00				
E 11	WPTV	08/10/12	08/14/12	M-F 530-6p M-F 530-6p	CM	530-6p	----1--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/10/12	08/16/12	----1--		1			\$1,000.00		0.00				
E 12	WPTV	08/10/12	08/14/12	M-F 7-730p M-F 7-730p	CM	7-730p	1-----	:30	1	\$950.00	P-2	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/10/12	08/16/12	1-----		1			\$950.00		0.00				
E 13	WPTV	08/10/12	08/14/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	1-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/10/12	08/16/12	1-----		1			\$500.00		0.00				
N 14	WPTV	08/10/12	08/14/12	Oly Daytime Daytime/Olympics	CM	10a-5p	----1--	:30	1	\$950.00	P-2	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/10/12	08/16/12	----1--		1			\$950.00		0.00				
Totals														16	\$31,125.00